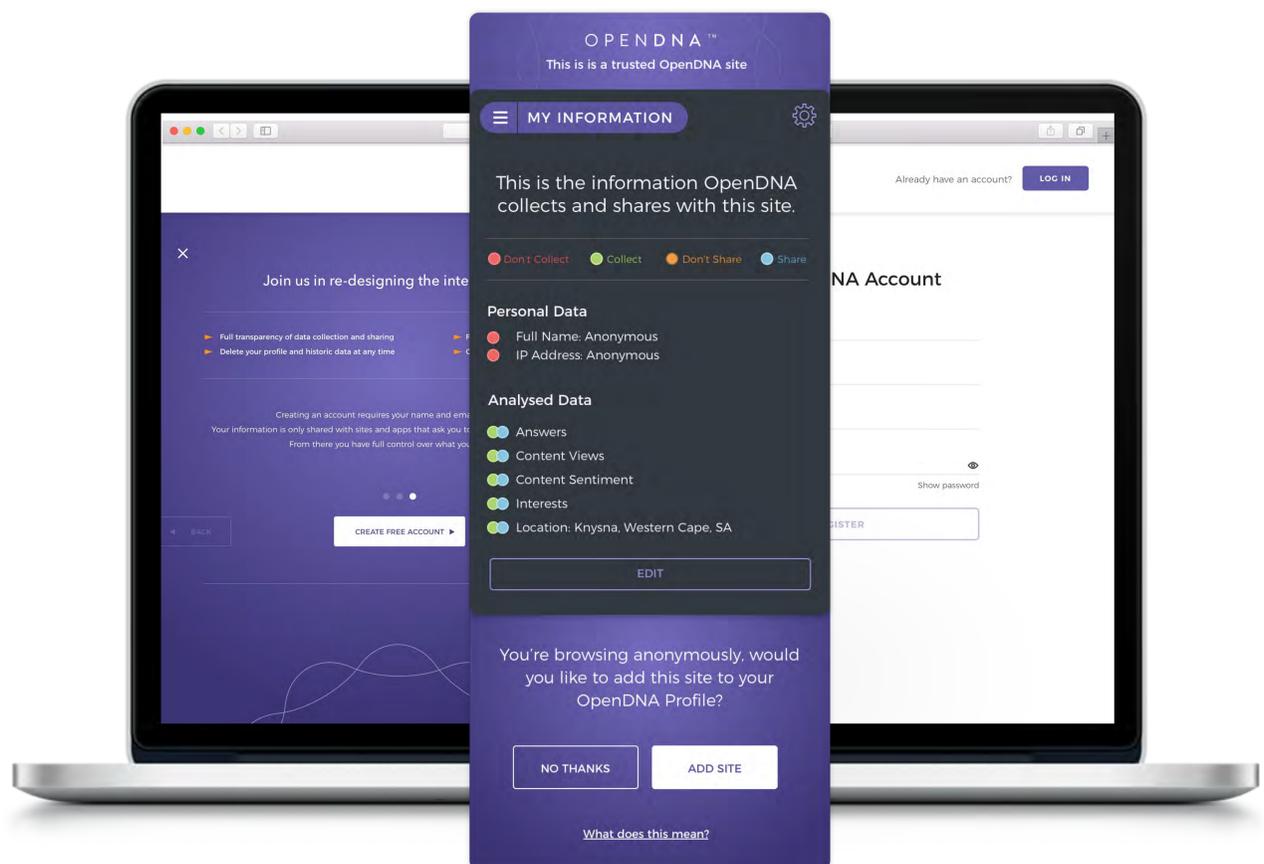


## How is OpenDNA ensuring GDPR compliance and what does it mean for Businesses?

OpenDNA has designed a pluggable solution which will enable compliance with the legal requirements of GDPR.

Within its primary functions, the OpenDNA GDPR solution will provide the consent management, ongoing data management, full export and profile deletion options as is required under the new regulation. This negates much of the overhead that a business would otherwise need to take on in order to have processes that comply with these laws.



## WHAT ARE THE BENEFITS?

Some ways that OpenDNA's GDPR solution will help your organisation



### GDPR COMPLIANCE \*

Our suite of consumer facing web plugins ensure that all interactions with OpenDNA-provided personalisation is GDPR compliant. We offer your users full control over how their data is being collected by us and shared with your organisation.



### HYPER-PERSONALISATION

OpenDNA offers businesses automated, real-time personalisation allowing you to update individual user experiences based on micro-interactions, browsing and behavioral changes.



### ADVANCED USER INSIGHTS

Businesses will have the benefit of gaining detailed and reliable psychographics for individual users. This includes interests and personality analysis through measuring engaged content sentiment.

\* This excludes requirements such as appointing a GDPR Compliance Officer as well as the GDPR status of existing third-party services already integrated by your organisation. It's up to you to respect requests by end-users to share and or remove data gathered on them outside of the OpenDNA system.

**VOTED**  
" Company most likely to grow exponentially "

Awarded at Amazon Web Services Pitch Event October 15

**200** | **W**

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# Features of the OpenDNA GDPR Solution



GDPR REQUIREMENT	THE OPENDNA SOLUTION
<b>Right to access</b> and obtain a copy of the individual's personal data, including the purposes of processing and who the personal data has been disclosed to	<b>OpenDNA</b> provides users full visibility into every data set collected, how they are profiled, and who it has been disclosed to
<b>Right to rectification</b> of inaccurate personal data concerning the individual	<b>OpenDNA</b> empowers the user to fully manage all aspects of their data profile which enables real-time notification to businesses as to why, when and what they should show the user
<b>Right to erasure of personal data</b> concerning the individual in certain circumstances	<b>OpenDNA</b> allows the user to control the deletion of their data if the user so wishes
<b>Right to restriction of processing</b> in certain circumstances, such as where the accuracy of the personal data is contested, or the processing is unlawful	<b>OpenDNA</b> enables the user to control what parts of their data are accessible and used for profiling purposes and more importantly by whom
<b>Right to data portability</b> by receiving personal data concerning the individual or data which he has provided to the organisation, in a structured, commonly used and machine-readable format, and the right to transmit that data to another organisation	<b>OpenDNA</b> enables the user to control what parts of their data are accessible and used for profiling purposes and more importantly by whom
<b>Right to object</b> to the processing of personal data in certain circumstances, including for the purposes of direct marketing	<b>OpenDNA</b> allows the user to control how businesses will engage them. This control is similar to that used in updating a user's email communication preferences
<b>Right not to be subject to automated decision-making (including profiling)</b> where this has legal effect on the individual or significantly affects him	<b>OpenDNA</b> allows a user to take advantage of a centralised decision-making engine that will inevitably enable the user to receive a personalised experience across the digital properties of multiple businesses. Users will also have a choice of switching this engine off or on, in real-time

## Market Opportunity for Data Protection Solution Providers

According to ReportBuyer "the data protection market size is expected to grow from USD 57.22 billion in 2017 to USD 119.95 billion by 2022, at a Compound Annual Growth Rate (CAGR) of 16%. The data protection market is driven by factors, such as growth of enormous amount of data and the need for data security and privacy concerns, regulations to increase the adoption of data protection solutions, and rising concerns of

critical data loss in the on-premises environment." "Asia Pacific (APAC) is expected to have the highest growth rate during the forecast period, which includes major economies such as India and China, which are rapidly employing data protection solutions and services." This was one of the key factors predicted by the OpenDNA management team when opening offices in Singapore.